50% say they are most concerned about climate change and the environment

48% say they are concerned or very concerned about poverty in poor countries

46% think charities and NGOs can make a difference to poverty in poor countries

The salience of climate change issues rose sharply in the autumn of 2021, as the UK prepared to host the COP26 conference in Glasgow. Climate change is the most concerning issue for 1 in 2 British respondents.

Concern for poverty in poor countries has decreased significantly since June 2021. Other attitudinal indicators tell a similar story with the British public disengaging with issues of international development.

All of our efficacy indicators are on a negative trend, but the NGO/charities efficacy indicator has fallen to 46%, the lowest point, historically, since we started tracking in October 2019.
Against the backdrop of the UK hosting COP26, concern for climate change is up considerably (6%) from June 2021. One in two respondents say climate change is their most concerning issue.

Key changes in other areas include an increase in concern for economic crises (up 7%) and for immigration and refugees (+4%). Climate change, economic crises/job security/wages are the top issues of concern by some way for the British public.

In line with the wider negative turn in concern for global poverty and other DEL indicators, since June 2021, 5% fewer respondents say education, healthcare, clean water and hunger in developing countries are issues of concern.
ATTITUDES AND PUBLIC OPINION – OCTOBER 2021

- **75%** think the world is getting worse, all things considered (+10%*).
- **42%** think what happens in developing countries affects them too (+1%).
- **48%** are concerned or very concerned about levels of poverty in poor countries (-5%*).
- **38%** think that we should give some aid, or give it generously (-4%*).
- **18%** think development aid is effective or very effective (-4%*).
- **29%** say they have some or a great deal of trust in dev NGOs and charities (-3%*).

Question listed in each box
Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep - 25 Oct 2021 | Comparison to Jun 2021

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There has been a major change in the British public’s view of efficacy in addressing global poverty. Respondents’ perceptions of their personal efficacy has been lowest amongst all groups, but we see significant declines in the perceived efficacy of NGOs/charities, business, and large international organisations.

The percentage of people saying the UN and other international organisations (-5%), development NGOs and charities (-5%), and businesses (-4%) can make a difference have all decreased significantly.

For the NGOs, businesses, and international organisation efficacy series, these are the lowest percentage of respondent we observed since we started tracking the data in October 2019.

**Question:** How much of a difference, if any, do you think each of the following can make to reducing poverty in poor countries?

<table>
<thead>
<tr>
<th></th>
<th>% who say they can make a difference or a great deal of difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>You personally</td>
<td>-1%</td>
</tr>
<tr>
<td>The UK Government</td>
<td>39</td>
</tr>
<tr>
<td>Development NGOs and charities</td>
<td>-5%*</td>
</tr>
<tr>
<td>Businesses and corporations</td>
<td>-4%*</td>
</tr>
<tr>
<td>The UN and other international organisations</td>
<td>-5%*</td>
</tr>
</tbody>
</table>

Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep - 25 Oct 2021 | Comparison to Jun 2021
While we observe a 3% fall in the percentage of respondents who want to keep aid at current levels or increase it, it is not a statistically significant change from June 2021.

1 in 2 respondents still want to keep current aid expenditure levels or increase them.

Support fell in France and Germany, but rose in the U.S. where it is up 3% to 57%.

Question: Of its total budget of nearly £810 billion, the UK government currently allocates 1.7 percent, or £14 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries? (% who think we should keep or increase current expenditure levels)

Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep - 25 Oct 2021 | Comparison to Jun 2021
While overall aid attitudes remain "sticky", with ±60% of our respondents remaining as (un)supportive of aid, the percentage of respondents whose support increased in 20-21 went up by 13% from 19% to 31%.

This is why we have observed a significant change in the levels of support for aid in the last 2 years.

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THE MAGNITUDE OF CHANGE

31%

Became more supportive of aid from October 2020 to October 2021 in GB

While overall aid attitudes remain "sticky", with ±60% of our respondents remaining as (un)supportive of aid, the percentage of respondents whose support increased in 20-21 went up by 13% from 19% to 31%.

This is why we have observed a significant change in the levels of support for aid in the last 2 years.

Increases and decreases in net support for aid in waves 1, 2, 3 of the DEL GB Panel
Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative
Here we compare the levels of support in 2020 and 2021 for those respondents whose support increased from 2020 to 2021.

The percentage of supporters within this group went from 33% to 76% among those whose support increased. 15% more would keep the current budget (5% of the whole sample), 28% would like to see it increased (9% of the whole sample), and 35% fewer respondents would like to see it decrease a great deal (10% of the full sample).

Here are the details:

<table>
<thead>
<tr>
<th>Decrease a great deal</th>
<th>October 2020</th>
<th>October 2021</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decrease somewhat</td>
<td>35%</td>
<td>0%</td>
<td>-35%</td>
</tr>
<tr>
<td>Stay the same</td>
<td>25%</td>
<td>40%</td>
<td>+15%</td>
</tr>
<tr>
<td>Increase somewhat</td>
<td>8%</td>
<td>25%</td>
<td>+17%</td>
</tr>
<tr>
<td>Increase a great deal</td>
<td>0%</td>
<td>11%</td>
<td>+11%</td>
</tr>
</tbody>
</table>

Increases and decreases in net support for aid in waves 1, 2, 3 of the DEL GB Panel
Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative
Fieldwork by YouGov, 23 Sep - 25 Oct 2021 | Comparison to October 2020
### WHO ARE THOSE WHOSE SUPPORT INCREASED?

<table>
<thead>
<tr>
<th>Demographic Profile</th>
<th>Increase 2020-2021</th>
<th>Whole Sample 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 18-29</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Identify as White</td>
<td>95%</td>
<td>92%</td>
</tr>
<tr>
<td>Conservative</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>Women</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>University Degree</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>Labour</td>
<td>28%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Demographic profile of respondents whose support for aid increased in 2020-2021
Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative
Fieldwork by YouGov, 23 Sep - 25 Oct 2021 | Comparison in light blue with whole sample

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ABOUT DEVELOPMENT ENGAGEMENT LAB (DEL)

DEL is a research organisation examining public attitudes and engagement with global poverty and conducts research in France, Germany, Great Britain and the United States. Formerly known as the Aid Attitudes Tracker, DEL works collaboratively with partner organisations to provide evidence and insights for development communications.

DEL is a grantee of the Bill & Melinda Gates Foundation and based at University College London and the University of Birmingham.

You can find out more about DEL’s publications on our website – [www.developmentcompass.org](http://www.developmentcompass.org) – by following us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab), or get in touch at del@ucl.ac.uk.
The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The Development Engagement Lab (Aid Attitudes Tracker Phase 2) has three goals:
1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter @DevEngageLab or by contacting del@ucl.ac.uk

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